

**REMARKS**

By this Amendment, claims 1, 8, 13, 15, 20-23, 26 and 27 have been amended, and claims 10, 14 and 19 have been cancelled. Accordingly, claims 1-9, 12-13, 15-18 and 20-27 are pending in the present application.

Applicants wish to thank the Examiner for the indication of allowable subject matter in claims 4, 10, 15-23 and 27. In response, claim 1 has been amended to include the limitations of allowable claim 10, claim 13 has been amended to include the limitations of allowable claim 19 and intervening claim 14, and claim 23 rewritten in independent form so as to include all of the limitations of the base claim and any intervening claims. Accordingly, claims 1, 13 and 23 are in condition for allowance, indication of which is respectfully requested.

In addition, claim 8 has been amended to be in independent form and to include similar limitations to those found in allowable claim 19. Specifically, claim 8 has been amended to provide that the high-quality photographic image and the advertising data are printed on the underside of a transparent film before the film is fixed to the utilitarian tableware object. Accordingly, it is respectfully submitted that claim 8 is likewise in condition for allowance, indication of which is respectfully requested.

Moreover, claims 2-7 and 11-12 depend directly from independent claim 1 and include all of the limitations found therein, claim 9 depends directly from independent claim 8 and includes all of the limitations found therein, and claims 15-18, 20-22 and 24-27 depend either directly or indirectly from independent claim 13 and include all of the limitations found therein. Each of these dependent claims include

additional limitations which, in combination with the limitations of the claims from which they depend, are neither disclosed nor suggested in the art of record. Accordingly, claims 2-7, 9, 11-12, 15-18, 20-22 and 24-27 are likewise patentable.

With the amendments to the claims made herein, it is believed that all prior art rejections set forth in the June 24, 2005 Office Action have been overcome.

In view of the foregoing, favorable consideration of the amendments to claims 1, 8, 13, 15, 20-23, 26 and 27, and allowance of the present application with claims 1-9, 12-13, 15-18 and 20-27 is respectfully and earnestly solicited.

Dated: October 18, 2005

Respectfully submitted,

By Richard LaCava  
Richard LaCava

Registration No.: 41,135  
DICKSTEIN SHAPIRO MORIN &  
OSHINSKY LLP  
1177 Avenue of the Americas  
41st Floor  
New York, New York 10036-2714  
(212) 835-1400  
Attorney for Applicant